

DD/S 55-3264A

Approved For Release 2003/04/22 : CIA-RDP80B01676R000800010053-7

7. 69711a

The Honorable Walter Williams/
The Under Secretary of Commerce
Washington 25, D. C.

Dear Walter:

I wish to thank you for your very thoughtful invitation to view the film, "Challenge to America," which was shown in the Interdepartmental Auditorium December 15.

While I was unable to do so several of my people did attend the showing and have commented most favorably on the high quality of the film and its usefulness for achieving a better domestic understanding of how the diverse activities of business are integrated in effective marketing practices.

Sincerely,



Allen W. Dulles
Director

SA-DD/S:JER:dlc (16 Dec 55)

Distribution:

1-DCI

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CONCUR:



L. K. WHITE
Deputy Director
(Support)

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CENTRAL INTELLIGENCE AGENCY
OFFICIAL ROUTING SLIP

TO		INITIALS	DATE
1	DD/S		
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FROM		INITIALS	DATE
1	Assist. to the Director		9 Dec
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<input type="checkbox"/> APPROVAL	<input type="checkbox"/> INFORMATION	<input type="checkbox"/> SIGNATURE
<input checked="" type="checkbox"/> ACTION	<input type="checkbox"/> DIRECT REPLY	<input type="checkbox"/> RETURN
<input type="checkbox"/> COMMENT	<input type="checkbox"/> PREPARATION OF REPLY	<input type="checkbox"/> DISPATCH
<input type="checkbox"/> CONCURRENCE	<input type="checkbox"/> RECOMMENDATION	<input type="checkbox"/> FILE

Remarks:

Will you please bring the attached to any persons you think it appropriate to see this film. Please note that the date of showing is December 15. If some of our people see this film and think it good it might be appropriate to prepare a letter for DCI signature to Under Secretary Williams, thanking him.



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7-6971

THE UNDER SECRETARY OF COMMERCE
WASHINGTON 25

December 7, 1955

The Honorable
Allen W. Dulles, Director
Central Intelligence Agency
Washington, D. C.

Dear Allen:

The Department of Commerce, at the suggestion of its National Distribution Council, has arranged for the showing of a film entitled "Challenge to America" in the Interdepartmental Auditorium at 11:00 A. M., December 15, 1955.

This film has already been viewed by the White House staff and Secretary of Commerce Weeks and his staff. In both instances it was enthusiastically received, and we feel that it should be shown as widely as possible.

"Challenge to America" has been developed primarily for top business management to vividly portray the function of creative marketing--of the role which every aspect of American business enterprise plays in effective marketing practices. This film was produced by the Joint Committee of the Association of National Advertisers and the American Association of Advertising Agencies, which also produced the slide film "This is Our Problem," and the booklet "Miracle of America" used in the Advertising Council's Economic System Campaign.

We feel that you and other members of your organization may wish to attend this showing, and suggest that you bring this to the attention of those on your staff who will be particularly interested.

Arrangements for this showing are being handled by our Office of Distribution at Code 164, Extension 4461 or 4493. If possible, we would appreciate knowing the number of people from your agency who will attend.

Sincerely yours,

Walter Williams
Under Secretary

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MEMORANDUM FOR: THE DIRECTOR

The attached proposed letter to The Under Secretary of Commerce is responsive to his 7 December 1955 letter of invitation to a showing of the film, "Challenge to America."

Recommend signature.



L. K. WHITE
Deputy Director
(Support)

19 December 1955
(DATE)

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Executive Registry
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Under Secretary